

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #026300

Mr. M. Auer

AUER & COMPANY

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Mike:

SALEM .30¢ Tear Tape product has been ordered, as well as **48** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

Replacement
Displays
ordered
4/17/98

RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$63.00 (4.5 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
AUER & COMPANY

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)*

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24196	Light	<u>3</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$2,661.57**

APRIL DELIVERY

51859 6708

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT		TOTAL QTY	CHAIN-ID	SUPPLIER
										M85 QTY	M100 QTY			
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	1	1	1	1	4		
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1	1	3	2	7	1441-0000	
162202	162238	172431	MIRABITOS MID. #668	524 CAYUGA ST	FULTON	NY	13069	2	2	2	2	8		
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1		2	1	4		
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126			1		1		941278
162202	162232	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	13021	1	1	1	1	4		
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143		1	1		2		
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021			1		1	1441-0000	
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2	2	2	2	8		
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	1	1	1	1	4		
162202	162238	615905	SUPER VALVE CTR	RTE. 48	FULTON	NY	13069	1	1	1	1	4		
162202	162238	654160	HANNIBAL VILLAGE MK	FULTON STREET	HANNIBAL	NY	13074	1	1	1	1	4		
162202	162236	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039			2	1	3		
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126			1		1		
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	1	1	3	2	7	0990-0000	
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1		1		2		
162202	162232	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	1	1	1	1	4		
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219			1	1	2		
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	1		1	1	3		
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	1	1	1	1	4		
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	1	1	2	1	5		
162205	162230	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	13204		1			1		
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1		1	1	3		
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	1	1	1	1	4		
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROELIER RD	SYRACUSE	NY	13215	1	1	1	1	4		
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1	1	2	1	5	0362-0102	
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	2				3		
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210		1		1	2	0990-0000	
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1	1	1	1	4		
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	2	2	2	2	8		
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2	2	1	1	6		
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2	2	2	2	8		
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1	1	1	1	4	1441-0000	
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4		
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	2	2	2		6		
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1	1	1	1	4		
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	3	3	3	4	13		
162205		779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	13204	1	1	1	1	4		
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACU	NY	13057			1	1	2		967521
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILL	NY	13066	1		3	2	6		
162605		269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1	3	3	2	9	0958-0000	
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	1	1	1	1	4		976142

5N5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 4
DATE: 98-03-20
TIME: 11:34 AMWHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTO	NY	13111			2	1	3	1441-0000	
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882				1	1	1441-0000	
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	1	2	2	6	1441-0000	
162605	162620	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	2	2	4	3	11	1149-0000	
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516			2	1	3	1441-0000	
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1	1	3	1441-0000	

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 46 43 69 55 213

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 46 43 69 55 213

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51859 6711

404 SMS404UQ

SALES MATERIALS SYSTEM
ORDER INQUIRY FOR: 8089-0065

04/16/98 13:22

FN

WAREHOUSE.....: W150

ORDER STATUS: SHIPPED

SALESMAN.....:

EST DELIVERY DATE...: 980407 FUTURE REQ DELIVERY DATE: 0

TRAVEL DAYS.....: 3

MASTER ORDER NUMBER: 80890020 GS LOCATOR LIST:

DROPSHIP INFORMATION:

ORDER ENTRY TYPE: FORMS/ITEMS ENTRY - ONLINE GENERAL SHIPMENT

SPECIAL INSTRUCTIONS USE FOR SALEM TEAR TAPE PROMOTION

(ITEMS 1 - 1 OF 1 SHOWN)

ITEM	WHSE	CARRIER	PICKLIST NUMBER	BILL OF LADING	MAJOR CATEGORY	STATUS
541964	W150	PRES	910005	9280117	COUNTER DISPLAYS	SHIPPED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help SpHdl Retrnl Item- Item+ Comm <--- ---> Print

Connie 5311

Preston
lost displays
replacements ordered
4/17/98

51859 6712

404 SMS404UQ SALES MATERIALS SYSTEM 04/16/98 13:22
 (HISTORY) ORDER INQUIRY FOR: 8089-0065 NO COMMENTS FN
 ORDER STATUS: SHIPPED ENTRY DATE/TIME: 98/03/30 09:20
 ORDER FROM: 16XXXX SHIP TO: 1622XX / 026300 (716)634-9232
 W150 GATX LOGISTICS AUER & COMPANY
 916 BALTIMORE RD 571 W BRIGHTON AVE
 SYRACUSE NY 13205

ADVANCE NC 270067819

ORDER TOTAL TOTAL QTY

CASES....: 48
 WEIGHT...: 54.4800
 SIZE.....: 24.0960
 EST COST: 114.72

ORDER BO BO

(ITEMS 1 - 1 OF 1 SHOWN)

ITEM	QTY	QTY	HELD	DESCRIPTION	DATE	STATUS
541964	48			SALEM '98 SNIPED 40PK DISPLAY/SHPPR	980402	SHIPPED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
 Help SpHdl Retrnl Item- Item+ Comm <--- ---> Print

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